

**LASALLE COUNTY BROADCASTING
ANNUAL EEO PUBLIC FILE REPORT
AUGUST 1, 2013**

For the Period Beginning August 1, 2012 and Ending July 31, 2013

LaSalle County Broadcasting, an Equal Opportunity Employer, is dedicated to providing broad outreach regarding job vacancies. Organizations that wish to receive information about vacancies at the station should contact Joyce McCullough, President, at (815) 220-6929, or send an e-mail message to: joyce@am1220wlpo.com. You may also contact Ginny Parnisari, Human Resources, at (815) 220-6928, or send an e-mail message to: gparnisari@newstrib.com. Send resumes to: LaSalle County Broadcasting, 1 Broadcast Lane, Oglesby, IL 61348. There were three full-time positions filled between August 1, 2012 and July 31, 2013.

This Report, which covers the prior 12-month period, is to be placed in each station's public file and website every year on the anniversary of the due date of the station's renewal application.

This Report covers the following employment unit:

CALL SIGN	AM/FM	FACILITY ID#	COMMUNITY OF LICENSE	STATE	LMA
WLPO	AM	36645	La Salle	IL	No
WLPO	FM	151843	La Salle	IL	No
WAJK	FM	36181	La Salle	IL	No
WLWF	FM	3958	Marseilles	IL	No

The following is information concerning the recruitment efforts undertaken by the employment unit to fill a full-time vacancy during the period covered by this Report.

A. Three full-time jobs were filled during this past year.

Job Titles: Marketing Consultant – Date filled 9/20/2012
 Marketing Consultant – Date filled 10/29/2012
 Production Coordinator – Date filled 7/1/2013

B. Recruitment/Referral Sources used to seek candidates for Marketing Consultant Position Filled 9/20/2012.

Referral Source	Contact Person	Address	Phone#	Referred Person Hired	Number of Persons Interviewed
NewsTribune	Amy Picco	426 Second St LaSalle IL 61301	815-223-3200	0	3
WLPO/WAJK/WLWF	John Spencer	1 Broadcast Lane Oglesby IL 61348	815-223-3100	1	1
Illinois Broadcaster's Association	Debra Gray	200 Missouri Ave Carterville IL 62918	618-985-5555	0	0
Illinois News Broadcasters Association	Bob Roberts	1 University Circle Macomb IL 61455	309-298-1414	0	0

C. Recruitment/Referral Sources used to seek candidates for Marketing Consultant Position Filled 10/29/2012

Referral Source	Contact Person	Address	Phone#	Referred Person Hired	Number of Persons Interviewed
NewsTribune	Andy Rapp	426 Second St LaSalle IL 61301	815-223-3200	1	3
Bureau County Republican	Christy Wagner	800 Ace Road Princeton IL 61356	815-875-4461	0	0
Illinois Broadcasters Association	Debra Gray	200 Missouri Ave Carterville IL 62918	618-985-5555	0	0
Illinois Valley Community College/CCJobNet	Cristina Sarabia	815 N Orlando Smith Rd, Oglesby IL 61348	815-224-0502	0	0
WLPO/WAJK/WLWF	John Spencer	1 Broadcast Lane Oglesby IL 61348	815-223-3100	0	1

D. Recruitment/Referral Sources used to seek candidates for Production Coordinator Position Filled 7/1/2013

Referral Source	Contact Person	Address	Phone#	Referred Person Hired	Number of Persons Interviewed
NewsTribune	Amy Picco	426 Second St LaSalle IL 61301	815-223-3200	0	0
AllAccess.com	Staff	28955 Pacific Coast Malibu CA 90265	310-457-6616	1	2
Illinois Broadcasters Association	Debra Gray	200 Missouri Ave Carterville IL 62918	618-985-5555	0	1
WLPO/WAJK/WLWF	John Spencer	1 Broadcast Lane Oglesby IL 61348	815-223-3200	0	0
Employee Referral	Cowboy on WLWF	1 Broadcast Lane Oglesby IL 61348	815-223-3100	0	1
Columbiaworks@colum.edu	Staff	600 S Michigan Ave Chicago IL 60605	312-369-6844	0	0

Outreach Activities

LaSalle County Broadcasting participated in job shadowing, station tours, career days, job fairs, staff training and events in the community throughout the year. Staff participants discuss the education required for broadcasting and the different job opportunities that are available working in radio.

Job Shadowing

Students are able to work with staff members to learn about the operation of a radio station, the skills required and the availability of radio careers they are interested in pursuing.

A recent graduate of Illinois Center of Broadcasting spent two and half hours at the station observing our on-air personalities live and voice-tracking. They were able to observe not only how we do our jobs, but also tips on improving interview skills. Participants: Chris Tornow (Cowboy), On-air Personality; Jon Shapiro, On-air Personality; Lanny Slevin, Sports Director and John Spencer, Vice President of Operations on August 20, 2012.

Station Tours

LaSalle County Broadcasting encourages interested youth community groups to tour the station and staff interacts with the students and gives them information about broadcasting covering all the different jobs in radio. One of the highlights is showing them how commercials are made and taping their voices.

Ladd Tiger Cubs, November 15, 2012

Spring Valley Tiger Cub Scouts, November 28, 2012
Streator Tiger Cubs and Bear Scouts, November 29, 2012
Streator Cub Scouts, Webelos and Wolves, December 6, 2012
Peru Tiger Cubs, January 19, 2013
Saint Bede Academy Senior Student, February 22, 2013
Wenona Tiger Cubs, March 7, 2013

Career Days

Station staff gives presentations to students about the operation of a radio station, the skills required, importance of an education and availability of radio careers.

Illinois Valley Community College – Participant/News Director. Spoke to a journalism class about education opportunities in broadcast journalism, developing story ideas, localizing news and FCC rules. Students asked questions about editorial ethics, November 13, 2012

Illinois Valley Community College Career Expo - Participants/Vice President of Operations and Vice President of Sales & Marketing. They addressed two groups of approximately fifteen 8th and 9th grade students about their education and work backgrounds. They talked about the radio industry and career opportunities available in broadcasting. They also informed students on the education and experience necessary for radio positions, March 3, 2013.

LaSalle-Peru Township High School Career Day – Participant/Vice President of Operations. Spent an hour and half talking to groups of sophomores from area high schools about all aspect of radio (our roles in the community, careers available and education and skills needed for radio positions), April 26, 2013.

Staff Training

Sales consultant, Pat Bryson, worked with the sales staff at LaSalle County Broadcasting as a group and also spent time with each individual working on better discovery of clients marketing needs and better presentations to fill their needs so we can serve our clients, August 6-10, 2012.

Sales consultant, Pat Bryson, worked with our sales staff at LaSalle County Broadcasting and did special training sessions with our two newest marketing consultants. The training helps our sales staff learn how to better serve our advertising client's needs. Training includes prospecting, understanding retail clients, how to ask for an order and presentations, November 6-9, 2012.

Sales consultant, Pat Bryson, worked with our sales staff at LaSalle County Broadcasting and held training sessions with our marketing consultants and went out on calls to advertisers with each person individually. Training helps our staff learn how to listen to advertisers needs so they can build their businesses through advertising on our radio stations. Pat worked with each marketing consultant and gave them individual attention when traveling with them to visit clients, July 15-19, 2013.

Community Events

Station Staff participates in community events throughout the year to promote station awareness and to talk to potential station employees and customers.

Lights for Angels Benefit– Participant/On-air Personality. Spoke to the group about involvement in a year-long fundraising campaign. Promoted our stations and upcoming events, November 30, 2012.

Teen Workshop– Participants/On-air Personality. LaSalle County Health department and North Central Behavioral Health System team up yearly to educate approximately 750 high school students on several topics including, drugs and self- esteem. LaSalle County Broadcasting representative read trivia questions, handed out prizes and talked about career opportunities in radio, April 11, 2013.

Job Fairs

Participated in four career fairs during the year to discuss job opportunities available at LaSalle County Broadcasting.

Illinois Broadcasters Association – September 21, 2012. Participant/Human Resource manager. Attended a Career Fair at Illinois State University in Normal, Illinois. Illinois Broadcasters held a one-day student broadcast conference at Illinois State University. Students accepted awards in the field of broadcasting and then participated in the Career Fair. 18 students stopped and talked to LaSalle County Broadcasting's Human Resource manager.

North Central Illinois Works Center – February 20, 2013. Participant/Human Resource manager. Partners of North Central Illinois Works held a job fair in Ottawa, Illinois. Sponsoring partners were Illinois Department of Employment Security, Business Employment Skills Team, Inc., Dislocated Worker Center/Illinois Valley Community College and Experience Works. Area businesses presented their job opportunities. Participation in the job fair covered LaSalle County Broadcasting's local area.

Illinois Valley Community College (IVCC) – April 10, 2013. Participant/Human Resource manager. IVCC held a Job Fair – Get Connected, in the school gymnasium. This job fair not only attracts students but job seekers from all over the Illinois Valley area. Area businesses presented their job opportunities.

National Association of Broadcasters Education Foundation (NABEF) – April 10, 2013. Participant/LaSalle County Broadcasting Marketing Consultant, Pat Bryson, Marketing Consultant. Pat attended the NABEF Career Day affiliated with the National Association of Broadcasters in Las Vegas, Nevada. One of the goals for the Career Fair is to promote diversity and increase the pool of qualified applicants in the broadcast industry. 905 job seekers attended the career fair.

We continue to be committed to providing equal opportunity to those we hire and promote at our radio stations.

Joyce McCullough
President